



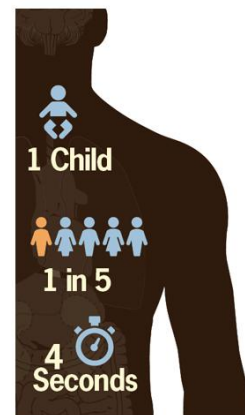
MEMORANDUM

To: State MCH & Injury & Violence Prevention Program Leaders
From: Amber Williams, Executive Director, Safe States Alliance
Lori Freeman, CEO, Association of Maternal & Child Health Programs
Date: Feb. 4, 2015
Re: Leading the Conversation on Childhood Injury

During last Sunday's Super Bowl, the Nationwide Mutual Insurance Company ran an advertisement entitled *Make Safe Happen*. The ad, available [here](#), directs people to this [website](#) and makes the point that "the number one cause of child deaths is preventable accidents." In addition to the tens of millions who saw it during the Super Bowl, it also received more than five million YouTube views in just a few days. The ad is getting decidedly mixed reviews but as noted by the company, it was intended to "[start a conversation](#)"

AMCHP and the Safe States Alliance want to encourage you to consider opportunities to join and guide this conversation in a positive way. You may want to connect maternal and child health (MCH) and injury program leaders as well as your agency's leadership and public information officer to all be prepared to answer questions about childhood injury in your states. You may also want to consider proactive opportunities to share prevention messages, build new partnerships and reach additional families. For example, some key messages you may want to develop include:

- Most people are surprised to learn that **injuries are the leading cause of death for children**. Each day, about 24 children die from an unintentional injury. These include deaths related to fires, motor vehicle crashes, falls, home incidents, toys, poisoning, drowning and other "accidental" means.
 - Every hour, one child dies from an injury.
 - One in five child deaths is due to an injury.
 - Every four seconds, a child is treated for an injury in an emergency department.



- The good news is that death rates among children and adolescents **declined nearly 30 percent** in the last decade.ⁱ This is a public health success story showing that investments in programs and smart policies are making a difference and saving lives. However, there is still very important work to do to continue to save the lives of children.
- Currently, there is **no national funding program for childhood injury prevention**. The United States spends tens of **billions** of dollars every year to provide health insurance to children – in part to treat injuries – while last year the entire budget of the Centers for Disease Control and Prevention’s National Center for Injury Prevention and Control was just \$170 million, with **no funding dedicated to childhood injury prevention**. Additionally, only 20 states receive approximately \$250,000 a year for to maintain and strengthen their injury and violence prevention programs crossing the entire lifespan.
- Similarly, most state Maternal and Child Health (MCH) programs have identified injury prevention as a pressing need, but have been hampered by limited and declining resources to implement proven programs and policies that prevent injuries. One example of this is the Title V MCH Services Block Grant - which is intended to improve the health of all children and families and includes specific aims for injury prevention - has been **reduced by more than \$90 million** over the past 12 years.
- On the national level, we need to refocus our priorities on preventing these unnecessary injuries before they occur by supporting smart, evidence-based policies and directing funding to the agencies to implement proven and promising strategies **to save children’s lives**, including implementation of the [National Action Plan for Child Injury Prevention](#).
- Our state is working hard to prevent these injuries. Our home visiting program, for example, has been demonstrated to be particularly effective in reducing child abuse and injury, and provides a **cost savings of nearly \$2.88 to \$5.70 per dollar spent**.ⁱⁱ
- On the state level, we need to continue supporting the critical work that our agencies do to keep children and families safe by *[insert key state priorities and initiatives for constituents to support]*

ⁱ Source: CDC: http://www.cdc.gov/media/releases/2012/p0416_children_deathrate.html

ⁱⁱ Source: Nurse Family Partnership: <http://www.nursefamilypartnership.org/proven-results/Preventing-child-abuse-and-neglect#sthash.w2Fnx6Kp.dpuf>